

### Question 3A

#### Ad without Padres

#### Very Interested

"Why do you say that you are [PIPE Q-2 RESPONSE] in learning more about this service? Please be as specific as possible."

Code 1: Padres/Channel 4

Code 2: All other responses

ID	Q3A- Code	Q3A
ezi11E15NT954	2	\$90
ezi11E15NTJ15	2	it is less expensive then the cox cable service i am using now.
ezi11E15NTYA7	2	it appears to be cheaper than my current provider. you can record more than one show at a time.
ezi11E15NVP15	2	because i am
ezi11E15NW3A0	2	Cox cable bill has gotten too high. Need to know if this requires a dish or not.
ezi11E15NW3N4	2	I am interested to switch from cable. I am looking for a service with the most HD channels. I am interested in a bundle with TV, internet, and phone.
ezi11E15NW461	2	LIKE THE idea of recording 4 shows at a time. WE also have AT &t landline and cell phone service. Like the idea of recording on one set and watching on another.
ezi11E15O04F7	2	I have AT&T landline and internet services already. I havve Dish Network that too expensive for me in this economy -- close to \$85 a month just for Dish Network.
ezi11E15O0IY7	2	My current cable bill is \$163 a month and I would like to reduce it. Also, I have had problems with TV reception.
ezi11E15O1QF5	2	I like to know the channels included and more features, to know if it's better that the services that i have now
ezi11E15O25G0	2	being able to record up to 4 shows at one time.
ezi11E15O2EN9	2	seems like a good deal
ezi11E15O2UA9	2	I've heard about it before. It sounds like something I would like. It allows me to record up to 4 shows, which is twice as many as I can with my current service.
ezi11E15O2UT1	2	I like the option to record 4 programs at one time.
ezi11E15O3E32	2	I like the DVR capabilities and the 50 HD channels.
ezi11E15O3ZQ5	2	I have seen it and want it
ezi11E15O4321	2	I like the fact that you can record up to 4 shows at once and that you can record and then watch on any TV in the house. I would like to know if there were any limitations to these services.
ezi11E15O4AY7	2	DVR with multi show recording, unhappy with DirecTV
ezi11E15O4BU4	2	4 Shows
ezi11E15O8H20	2	it is new.
ezi11E15O92P0	2	Because the service includes high speed internet and 250 channels and the company is not COX.
ezi11E15O9403	2	I talked to a sales rep
ezi11E15O9BH9	2	COX price is out of sight
ezi11E15O9I68	2	The pricing seems to be attractive for an all inclusive package, at least initially. What is the pricing after one year?
ezi1QLPRL2H88	2	I want a DVR service that records 4 shows at once.
ezi1QLPRLNI78	2	because I have AT&T for phone and Internet home network. I have dish for my house which cover five rooms, but was given or updated a DVR or offer this program
ezi1QLPRM0C88	2	I have friends who switched to U-Verse and I will switch once it comes to my neighborhood.
ezi1QLPRZYQ28	2	we would love to change to this service but it is not in our area yet

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Code 1: Padres/Channel 4

Code 2: All other responses

ID	Q3A- Code	Q3A
ezi11E15NT467	2	I subscribe to Cox and TiVo. I may be interested in learning more about the service if it saves me money.
ezi11E15NT8R7	1	i like the fact you get tons of channels and can dvr more than 2 shows at the same time but i would want channel 4.
ezi11E15NT9F0	2	WHat can this service do for me?
ezi11E15NTDN2	2	Recording 4 shows at a time interests me, but I think it would be too expensive for us right now.
ezi11E15NTMU9	2	because i like that i could record 4 shows at one time on one dvr
ezi11E15NTXP8	2	I like the DVR and would like the service, but don't want to pay extra.
ezi11E15NTY36	2	Cost of service and the ability to record 4 shows at once
ezi11E15NTZG4	2	How does the high speed internet service compare to the one I have now? What kind of channels?
ezi11E15NUAI3	2	Price-sounds reasonable, less than what I'm paying now
ezi11E15NUHW8	2	I already have AT&T services phone and internet-DSL, unfortunately, this service is not offered in the area where I live. I already inquired
ezi11E15NUIQ9	2	might switch in a year
ezi11E15NUY26	2	would depend on price and convenience
ezi11E15NUYX9	2	what is the service?
ezi11E15NV9E8	2	I like the idea of being able to record 4 shows at one time
ezi11E15NVNV2	2	We get cable because we "have to" if we want a couple of our favorite channels. We have a VCR that works fine. I don't know if I want to keep paying for more conveniences.
ezi11E15NVWD9	2	Compare to Directv
ezi11E15NW479	1	it has some desirable features - like being able to dvr 4 programs. BUT it says the Padre games are not available. Huge drawback!
ezi11E15NWBMO	2	I LIKE THE IDEA OF BEING ABLE TO RECORD UP TO 4 SHOWS AT ONCE.
ezi11E15NWBS8	2	I would want to know what the charge is after the intro rate.
ezi11E15NWCv1	1	no channel 4
ezi11E15NWLRO	2	To see what is available and check costs.
ezi11E15NWZH1	2	Offers 250 channels
ezi11E15NWZL3	2	Not sure that I need all the options enough to switch service.
ezi11E15NWZS9	2	to see if it's comparable in service/cost to my current service
ezi11E15NZWH3	2	advanced DVR and lower price than Cox. Question what the price is after one full year
ezi11E15NZXA6	2	I'm not sure of the cost for this service compared to my current cable tv costs.
ezi11E15O03Y0	2	Like the 4 channel on 1 DVD option, hate the boxes AT&T put on the streets, recently added second box with DISH and got hoodwinked into two year contract in spite of their agreement for no contract...they are totally crooks!
ezi11E15O0C22	2	this ad does not provide enough information
ezi11E15O0CB9	2	It would be beneficial to be able to record four shows at once. Many times I need to record more than one show at a time.
ezi11E15O0CW7	2	Recording 4 shows at one time, and seeing on any TV in the household area sounds interesting.
ezi11E15O0MV9	1	We're happy with our current service, and this one doesn't offer Padre games.
ezi11E15O0SX9	2	I would want to know what the rate would be after one year.
ezi11E15O0T25	2	A new service, not enough experience in the market.

ezi11E15O1301	2	want to know more about it and compare to current service
ezi11E15O1392	2	I would like to compare prices
ezi11E15O1AN5	2	don't really understand what is offered. U-verse?
ezi11E15O1AS5	2	because i am also interested in French channels
ezi11E15O1RC0	2	4 shows at once of the DVR
ezi11E15O1WM5	2	I've looked into this and their web site keeps telling me that it is not in my area yet.
ezi11E15O2564	1	I like the idea, but Channel 4 is a big selling point
ezi11E15O2CR3	2	I've read reviews. Many said negative things about the service and installation times. If it was more reliable then I'd be more interested.
ezi11E15O2DM2	2	I would need to know more about the channels provided and how many boxes you get for the stated fee in addition to how the service connects to your TV
ezi11E15O2L52	2	Just need more info on what I'm getting for my money money. Will it be better than my current provider? How many rooms does this price include? how is this better than Time Warner?
ezi11E15O2LH4	2	I already use Cox cable as an internet provider, so I would be more likely to find out about and use their cable services.
ezi11E15O2MY9	2	What type of service is it? Cable, Satalite?
ezi11E15O2T21	2	I would like to learn more about the channels offered and the cost
ezi11E15O2V52	2	I am getting ready to move and thinking about switching providers at that time.
ezi11E15O37O0	2	less then cable
ezi11E15O3836	2	Number of channels
ezi11E15O38F7	2	four program dvr
ezi11E15O3DA4	2	know it is satelite service. not a fan of that
ezi11E15O3E24	2	Interested in reducing price bundle
ezi11E15O3L19	2	It sounds interesting and the value is affordable. I get a bundle for cable, Internet and phone. Just miss the cell phone.
ezi11E15O3MA5	2	I am happy with what I have
ezi11E15O41E4	2	I am already satisfied with my current cable company and don't want the bother to change.
ezi11E15O41X6	2	I am concerned about the quality of service
ezi11E15O43M6	2	not sure about overall cost
ezi11E15O4BD8	1	I am a San Diego Res and the Padres games are not shown on channel 4. Bummer
ezi11E15O8124	2	I'm not that interested in some of the features.
ezi11E15O81E5	2	need to find out if it cost less than cox.
ezi11E15O8TS1	2	I currently have Cox bundled service for digital TV, Phone and internet service. I would need to compare cost and capabilities. they would need to be a significant difference for me to bother with changing. I would also want to know how easy it would be to change. One negative to changing is I would have to get a new email address which would be very inconvenient.
ezi11E15O8U43	2	because i already have att dish
ezi11E15O9288	2	Maybe change my cox.net service, depending on cost and service
ezi11E15O9379	2	Cheaper than Cox
ezi11E15O93P9	2	always looking for a better deal/service
ezi11E15O93V7	2	happy with current cable, but feel the price is high
ezi11E15O9C56	2	Pricing is not too different than my current subscription to Dish Network.
ezi11E15O9H69	2	If it is equal to or better than my current bundled package and cheaper, I would be interested.
ezi11E15O9P87	2	Would have to compare to current price of Dish and Verizon. Also, would need to assess penalty for discontinuing Verizon service.
ezi11E15O9PO1	2	i do not like our current cable company
ezi11E15O9PU9	1	currently under contract and would cost me too much to change. Also, am a big Padres fan and would miss watching the televised games that I do not attend.
ezi1QLPRL2D68	2	Being able to record 4 shows at once and the ability to play it back on any TV in the home.
ezi1QLPRLZ58	2	Depends on the cost and set up. What the impact would be on my current bill - which is bundled with another provider.

ezi1QLPRLOH88	2	It looks good but calling, scheduling and changing routine is not fun
ezi1QLPRLXV18	2	I don't have team
ezi1QLPRLZC78	2	cable doesn't have great football coverage
ezi1QLPRM0808	2	I've heard that you can't watch HD on more than one tv with ATT Uverse
ezi1QLPRMG458	2	It is different from what we presently use.
ezi1QLPRMG608	2	does it offer 10mbits per second or more for high speed internet?
ezi1QLPRMJR18	2	I already have excellent service. My internet service equals or excels the AT&T service.
ezi1QLPRMLE58	2	More features than cable for less money
ezi1QLPRZWP68	2	Records up to 4 shows at once on a single DVR.

**Question 3A**  
**Ad without Padres**  
**Not Interested**

"Why do you say that you are [PIPE Q-2 RESPONSE] in learning more about this service? Please be as specific as possible."

Code 1: Padres/Channel 4

Code 2: All other responses

ID	Q3A- Code	Q3A
ezi11E15NTCS3	2	I have a working cox cable system and I am busy to bother with something else.
ezi11E15NTMN3	2	Am satisfied with current service
ezi11E15NU929	2	Don't have much time to watch tv and don't have a need to record shows.
ezi11E15NUMW3	1	too much trouble to switch and no channel 4
ezi11E15NUNN0	2	Too expensive, happy with the service I have.
ezi11E15NVP07	2	We try to keep the entertainment budget low, due to other expenses. This, even at \$90/month, is more than we presently pay for phone/cable/internet.
ezi11E15NW3D4	2	believe it requires a dish
ezi11E15NWBQ2	2	Not available in our area.
ezi11E15NWC05	2	We already have lifetime TIVO. Doesn't seem to add that much beyond.
ezi11E15NWD02	2	Owner of our apartment complex has a contract with a local cable provider.
ezi11E15NWZB3	2	we have cable and are happy with it.
ezi11E15O0SS9	2	No interested in recording
ezi11E15O0SW1	1	I am very happy with my service provider - Cox Communications. Why would I want a service that does not have the Padres Game?
ezi11E15O0T90	2	We are pretty satisfied with cox, our current cable/internet/telephone provider.
ezi11E15O11S2	1	I am not that interested in sports, except for baseball; this service does not include Padres games.
ezi11E15O19O2	2	tv viewing is very limited
ezi11E15O1RF4	2	Expensive
ezi11E15O2CU7	2	too many words to read, advertisement too cluttered.
ezi11E15O2LC4	2	I am already happy with the service I currently subscribe to.
ezi11E15O2MM3	2	I do not want to lose my current email address with my current ISP.
ezi11E15O2TN4	2	i like my current service.
ezi11E15O37R4	2	seems a bother to switch from cable
ezi11E15O3885	1	Channel 4 for San Diego Padres games is not offered.
ezi11E15O4B82	2	I already have a bundled service which includes internet and digital phone that is comparable to this offer. Also there is no hidden charges, and the price is fixed.
ezi11E15O4BR0	2	Don't like AT&T.
ezi11E15O7RC7	2	Don't watch much TV.
ezi11E15O8HD3	2	Already have a provider.
ezi11E15O8W33	1	I watch Padres games about 2-3 nights a week.
ezi11E15O92J2	2	Too expensive at the moment
ezi11E15O93X3	2	I am satisfied with the service I currently have. The price is comparable and the coverage is more than what I can view already.
ezi11E15O9AB2	2	satisfied with current service
ezi11E15O9CM8	1	Doesn't cover Chanel 4 - SD Padres
ezi11E15O9FX3	2	DON'T NEED
ezi1QLPRL6U88	2	I am very happy with our service, and I usually go on personal recommendations for cable and internet versus ads.
ezi1QLPRL8Z68	2	I am content with the service I am currently using. No interest in DVR.
ezi1QLPRLND78	2	I already have a dvr
ezi1QLPRL0P28	2	unfamiliar with it and I am comfortable with my current service. Ad does not explain if expanded channels are included or are extra
ezi1QLPRLSZ88	2	I don't record tv programs
ezi3VWK4YO768	2	Because I am happy with my Cox account and DVR
ezi11E15NTJ23	2	We do not watch very much TV and do not "have" to watch any shows. Also, I don't see spending more than we already do for cable right now.

ezi11E15NTXQ6	2	do not need dvr and don't want to pay for it
ezi11E15NTY51	2	I already DVR through my cable provider
ezi11E15NU2O7	2	consist of satellite dish and not a fan of those
ezi11E15NU8X3	2	I just cancelled this service due to hidden costs and fees attached to my long distance billing
ezi11E15NU9Y0	2	expensive
ezi11E15NUNU6	2	Happy with the service I already have.
ezi11E15NUYB3	2	i am happy with the current service that i have
ezi11E15NUZG2	1	No Padre coverage
ezi11E15NV9G4	2	NFL Sunday Ticket
ezi11E15NVO32	2	not financially available to do so
ezi11E15NVVI0	2	I don't want to switch from my provider and I'm leery of ATT
ezi11E15NW4F9	2	I had a very bad experience with AT&T and would never use their services again. I was treated very rudely by a customer service representative
ezi11E15NWCL1	2	Don't need all this stuff. I have basic TV channels.
ezi11E15NWCQ1	1	want access to Padres games
ezi11E15NWD49	2	Picture is of sports. Not interested.
ezi11E15NWD72	2	I don't watch much TV and wouldn't spend the money, especially in this economy on such a luxury.
ezi11E15NWMC9	1	let's see, let me begin.. I have NO desire to have a "dish" service, I'm not going to have a service that doesn't have the Padres, etc.
ezi11E15NWZG3	2	I am happy with Cox Communications. AT&T burned me several years ago and I no longer trust them.
ezi11E15NZVV6	2	I tried to get U-verse but AT&T disconnected my telephone in preparation for installation of a bundled TV, phone and internet service. Unfortunately, for me, this was done before they determined that my home could not be connected. It took me hours and hours of cell phone calls (remember I no longer had a land line phone because of AT&T) and several weeks of waiting before I was given the opportunity of paying to have my old provider reconnect my phone. AT&T has absolutely the WORST customer service and that's after being on hold for up to 1 1/2 hours. I would NEVER consider AT&T or U-verse for any amount of money. I tell everyone I know of how I was badly treated and I also tell total strangers of my horrendous experience3.
ezi11E15O0D05	2	We pay less than \$15 for Time-Warner's basic cable service, and there would never be 4 shows that we would want to record at the same time - 2 shows max on Sundays when there is golf, racing, and another sport. So this exceeds our needs and price.
ezi11E15O0UP3	1	The fact that Padres games are not included make me unlikely to consider this service. Also, I am a customer of Time Warner Cable at this time, and am not displeased with their service. Why should I change?
ezi11E15O11C4	2	Can't justify the cost; offers many more stations than I need!
ezi11E15O19L8	2	live in a mobile home park..satellite service is required here to get tv viewing.
ezi11E15O1A06	2	I have been with Cox Communications for years and years.. I have had no problems with them ever.. and am completely satisfied with their services and offers.
ezi11E15O1IQ1	2	I am happy with my cable company.
ezi11E15O1RB2	2	i like the service i have
ezi11E15O1X86	2	att is too expensive
ezi11E15O2L60	1	AT&T does not offer local channel 4 in San Diego which carries all Padres home games.
ezi11E15O2LG6	2	At&T is not as good as Cox cable
ezi11E15O2LV6	2	It is too expensive!!!
ezi11E15O2MJ9	2	Already satisfied with current cable provider.
ezi11E15O2TE2	2	I don't like American Football
ezi11E15O3851	2	I am in a 2-year subscription contract now.
ezi11E15O3UD1	1	1) Don't even need DVR, let alone 4 DVR. 2) Learned from friends who subscribe to this service before that there was a catch when decided to unsubscribe. 3) CH4 unavailable.
ezi11E15O7RM7	1	Doesn't offer Padres games.
ezi11E15O8PI5	2	I despise at&t
ezi11E15O8V18	1	No channel 4
ezi11E15O9247	2	Cost too much.

ezi11E15O9AJ6	2	happy with what i have
ezi11E15O9G11	1	this company does not offer the Padres
ezi11E15O9GN2	2	not part of a bundle, can not give me the service I need.
ezi11E15O9GQ6	2	Don't want additional services
ezi11E15O9O96	2	I am pleased with current services - enough so that I do not wish to endure several sales sessions.
ezi11E15O9P20	2	I subscribe to Time Warner's Road Runner cable TV, Internet service and digital phone.
ezi11E15O9QD2	2	I already have basic cable and do not really want all the extra channels that these services offer. I prefer to do things besides watch TV and having fewer choices makes that easier to do. I am also fairly suspicious and alienated from aT&T because they have not participated in the undergrounding of utilities in my neighborhood.
ezi1QLPRL4H68	2	Only interested in television with internet
ezi1QLPRL7Q58	2	Like present service
ezi1QLPRLZG98	2	I like my cable company plus they also provide us with high speed internet.
ezi1QLPRMEH68	1	no Padre coverage
ezi1QLPRMLG18	2	Have DIRECT TV with DVR. Plus they have better sports packages.
ezi1QLPRMLT58	2	Basic cable costs enough
ezi1QLPRZXE78	2	I've had issues with At&t in the past
ezi1QLPRZYO68	2	I do have cable but I don't watch that much TV. The jillion channels we already have are totally overwhelming and I can't imagine ever needing to record four shows at once.
ezi3VWK4YQ338	2	i currently have a contract with direct tv

**Question 3B**  
**Ad with Padres**  
**Very Interested**

"Why do you say that you are [PIPE Q-2 RESPONSE] in learning more about this service? Please be as specific as possible."

Code 1: Padres/Channel 4

Code 2: All other responses

ID	Q3B- Code	Q3E
ezi11E15NT8M7	2	good price and services offered
ezi11E15NTO36	2	I have been a subscriber of Cox services for many years and I'm tired of the monopoly. I think there are better services available that don't require satellite dishes. It's time for a change.
ezi11E15NUHS6	2	price
ezi11E15NUNDO	2	have been interested in this service for a while. waiting for whole house option to view recordings on any tv.
ezi11E15NVVE8	2	Because it would be nice to have an alternative to Cox Communications our current provider at what appears to be a lower rate and I think AT&T is a respectable company.
ezi11E15NVVR2	2	seems to be a great price value, recording 4 shows at once would be very useful for my schedule, I like the idea of recording on one machine but being able to also watch it in a different room later on
ezi11E15NW3C6	1	the offer to view the Padres games and the price
ezi11E15NWE06	2	I like that a DVR can reord 4 shows at once.
ezi11E15O0M22	2	the cost and number of channesl; high speed internet plus home phone
ezi11E15O0U24	2	The DVR can record up to 4 shows at a time. Ours only does 2 at a time.
ezi11E15O12P7	2	Price looks reasonable and I don't have DVR with current service.
ezi11E15O19S4	2	RECORDING 4 SHOWS AT ONCE, LOWER PRICE THAN OUR CURRENT PKG
ezi11E15O1QB3	2	Price details
ezi11E15O23Y6	2	Cox charges too much, we're moving soon and going to need cable.
ezi11E15O24M9	2	Ability to record up to 4 shows once on a single dvr
ezi11E15O25R8	2	Because my current cable service is subpar
ezi11E15O25Y4	1	I'm a Padres fan.
ezi11E15O2697	2	I like the portability of watching on any tv in the house and the price is about what I currently pay for internet and phone alone.
ezi11E15O2MO9	2	for what they announce its better, and i've been trying to get it but its not available in the area that i live so i'm just waiting
ezi11E15O2ZU9	2	It seems to offer a lot and I am not fully satisfied with my current service.
ezi11E15O3CM1	2	Because of the fetures I read about the U-VERSE box and also the many options that comes with the Phone services and the High speed internet
ezi11E15O41P2	2	Cheaper alternative.
ezi11E15O43J2	2	Want to learn more about it. Like that you can record 4 shows at once.
ezi11E15O43T2	2	I have a dvr or internet access with another provided and was wondering if this would be a better value.
ezi11E15O7MO8	2	I am interested in HD and recording programming
ezi11E15O7MW2	2	Do not like my current service
ezi11E15O7SA0	2	I need to find a program where all my needs reside under one org and bill.
ezi11E15O7Z81	2	price and services are less than i pay now
ezi11E15O8PP1	2	I would like to see alterantives
ezi11E15O8UT8	2	I have been looking at this new product for awhile. I am interested.
ezi11E15O9411	1	pricing and availability for watching padres baseball
ezi11E15O9C80	2	Time for a new phone service
ezi11E15O9Q60	2	If this is not a trick question and is not cox or warner cable.San diego is held hostage and you have no options for a more competitive rate.
ezi1QLPRLL758	2	I'm interested in the DVR aspect of it as well as the price.





### Question 3B

#### Ad with Padres

#### Somewhat Interested

"Why do you say that you are [PIPE Q-2 RESPONSE] in learning more about this service? Please be as specific as possible."

Code 1: Padres/Channel 4

Code 2: All other responses

ID	Q3B- Code	Q3B
ezi11E15NT3J8	2	How much a month after a year is up?
ezi11E15NT8N5	2	Ad looks interesting
ezi11E15NTDD2	2	since I am not interested in a land line, I would be interested in knowing if the package is flexible and if there is just a TV/internet package available. I also would like to know what the rate is after the 1st introductory year.
ezi11E15NTGV3	2	I like the bundle aspect of it
ezi11E15NTIJ5	2	I would like to pay this much a month for all three services but don't want to go through the hassle of switching.
ezi11E15NTNG6	2	there is always a catch
ezi11E15NTQO5	2	It seems like a great deal!
ezi11E15NTYV5	2	I'm interested in getting the DVR so that I could record shows at the same time and watch it later. Especially now that I have a newborn, I am missing out on some of my favorite shows.
ezi11E15NTZ76	2	I would want to know what the price is without the bundle as I already have internet service.
ezi11E15NTZ84	2	What the costs would be.
ezi11E15NTZ92	2	Heard a commercial today, sounded interesting.
ezi11E15NU8W5	2	cost quote
ezi11E15NU9T0	2	recording 4 shows at once. like it.
ezi11E15NUA79	2	I'm not fond of Cox cable, and I already have AT&T phone service.
ezi11E15NUH31	2	I already know about this service; we are awaiting its arrival in our community.
ezi11E15NUHX6	2	We already have a "bundle" package through Time Warner. . .and we have one DVR in our house .. \$90.00/month for all that you have to offer, is excellent!!!! I'd just like to see what the charge is AFTER the first year . .and to see if the phone is unlimited calling to the U.S and Canada.
ezi11E15NVOD7	2	I want to see if this is like Time Warner or Cox cable, and with no disc mount on the roof .
ezi11E15NVOL1	2	Because it seems like it would be more money than I already pay and I can not afford to pay any more than I already do. But, I would be interested in hearing more about it to find out if in fact it is more money, or not.
ezi11E15NVW42	2	We already have Cox and want to switch. We only want a basic service so this is too many channels for us. I do like the bundle feature to save money.
ezi11E15NVW83	2	I am not sure if I would want to order on line in order to get the \$50 rebate.
ezi11E15NVWG3	1	If it can save me money, without hidden fees or promo offers, I would be interested. Especially now that they offer channel 4.
ezi11E15NVWR1	2	Lower then what I pay now for a cable bundle. Would be interested in what the upload speed is on the internet service because we play xbox online. Also noticed it said as low as \$90 for one year-what does it go up to?
ezi11E15NVX17	2	1-there really isn't ever 4 shows on at once I watch 2-being able to watch something recorded on 1 tv on another is very appealing 3-I can see the star next to the "as low as \$90" which means it is an introductory rate which really doesn't interest me, I like to know what I will be paying 4-I'm not really into watching sports, although the husband is 5-Ther "record up to 4 shows at once" has a 1 next to it but no explanation that I can see as to what that refers to, exceptions I am assuming
ezi11E15NVZ28	2	it may encourage more TV watching for my son....also it doesn't mention parental control...
ezi11E15NWM16	2	Would like to know if I'll get all the same channels that we now receive via

		cable.
ezi11E15NWZ67	2	MY SON AND HUSBAND WOULD PROBABLY LIKE IT
ezi11E15NZVR4	2	We already have a DVR with Cox cable
ezi11E15O0LZ2	2	not sure of quality
ezi11E15O0MZ1	2	It sounds great but it's almost double what I now pay for Cable.
ezi11E15O11H4	2	Because I watch very little TV and don't think I would see the value in the ability to record programs.
ezi11E15O1350	2	We are happy with the service we have right now, so I hesitate to try something that I am not sure about.
ezi11E15O13D0	2	The price sounds like it would be less than what I pay now for phone, internet and cable t.v. And I like the \$50 cash back lure. But what's the catch?
ezi11E15O1A14	2	Can't have satellite dishes at my condo complex
ezi11E15O1BR6	2	we have cable service already. but if this is cheaper, we might.
ezi11E15O1IA3	2	Digital cable and HD
ezi11E15O1XX2	2	dvr plus bundled phone, dsl and tv
ezi11E15O2416	2	Record 4 shows at once is a nice feature and I currently have AT&T for DSL and phone.
ezi11E15O25X6	2	The package deal for phone internet and TV is intriguing for 90 a month.
ezi11E15O26F1	2	I would like to know how much it would be per month after the first year.
ezi11E15O2D76	2	I own an HDTV and would like to be able to record programs in hi-def and a DVR might be able to do that.
ezi11E15O2M44	2	I would need to know what the internet speeds are, if they are faster or slower than what I currently have. I would also need to know if we didn't want/need the home phone service if it would still be just as much as what we are paying now for TV/Internet. What are the installation fees? If the service is even available in our specific location. What the cost raises to after the first year of service. What would it cost to upgrade the service (add movie channels)?
ezi11E15O2VA8	2	Already happy with my current service
ezi11E15O2ZQ7	2	Because I am not sure we are ready to make a decision
ezi11E15O37T0	2	Already subscribing to cable HD with (really) too many channels, and I'm not sure whether this is all coming over a telephone line (assuming it is). Ad really doesn't give me a reason to drop it and head for a phone or computer to leave my current subscription and apply for this service.
ezi11E15O38J9	2	Not completely happy with Cox
ezi11E15O3CN9	2	included DVR is attractive... the ad itself is pretty rookie.. but since i'm looking into the service anyway you overlook that...
ezi11E15O3EE5	2	More about premium channels - also separate combos - such as phone and cable only. Speed of cable as well.
ezi11E15O3MM1	2	Would look at services when analog broadcast is ceased. Already use AT&T for other services
ezi11E15O3N33	2	records more
ezi11E15O3ZW3	2	I have Cox for all of my services, and am quite happy with it. I'm not sure of AT&T's reliability.
ezi11E15O4214	2	Because I'm always ready to learn about new services technology.
ezi11E15O42G9	2	Not sure if i need 4 programs.
ezi11E15O49V2	2	I currently subscribe to DirecTV and love it. We've been DTV customers for 8 years. I know that AT&T uses the dish network and I haven't heard good things from friends that have it. They do not have AT&T though. They just don't like dish network.
ezi11E15O4AD9	2	The price of the overall package
ezi11E15O4BL2	2	I have a bundled service with time warner, i'm only inbterested in the "record 4 shows at once with 1 DVR"
ezi11E15O4BN8	2	still too expensive
ezi11E15O7LJ9	2	My daughter has this service in her area, Norco CA.
ezi11E15O7LR3	2	I would be interested in TV and internet service, but not the phone service.
ezi11E15O7M76	2	committed to other company at this time
ezi11E15O7SC6	2	I am happy with the equivalent services I have already for about the same price.
ezi11E15O7SH6	2	Because I have Cox and are pretty satisfied with it
ezi11E15O80D8	2	To comperre it to what i have got at the moment and to know about the

		differences
ezi11E15O88Y8	2	Need to reaserch more about the service
ezi11E15O8FZ1	2	IS THE \$50 ONE TIME OR WHAT?WHATS THE TOTAL CAPACITY OF DVR?
ezi11E15O8GN4	2	like the dvr service- dont like the 1 year limit on offer
ezi11E15O8UM2	2	Willing to consider price, features, channels, functionality, capacity, flexibility, quality
ezi11E15O8UV4	2	The DVR and additional channels
ezi11E15O8VP5	2	I now have Cox Cable. How does this stack up?
ezi11E15O8VU5	2	It appears to be cheaper than what I'm paying now, although the number of HD channels is less than what I currently have.
ezi11E15O94B6	2	I would have to compare the cost of this service against my current cost to make a educated decision.
ezi11E15O9AW0	2	happy with what we have now - which is similar to the ATT offer - teh interest is in the \$\$ savings - not so much the programming
ezi11E15O9B73	2	interesting to have a DVR, don't have one now
ezi11E15O9BI7	2	The price sounds very good and it sounds very similar to what we have, but I don't like the idea of the hassle of switching and the price is only for one year.
ezi11E15O9IB4	2	It seems well priced. My concerns are internet speed vs cable and I'd like to see a list of available programming.
ezi11E15O9OA0	2	am considering a change from my current cable provider.
ezi11E15O9P53	2	we have att dsl n phone service .. if we can get tv it might be an option for us
ezi11E15O9PW5	2	Pleased with current service and am unclear what "select packages" means
ezi11E15O9X63	2	Does the service support multiple televisions at the same time with all aspects of the service. I have heard that you can only get one HDTV signal per household.
ezi1QLPRL1X78	2	want more information
ezi1QLPRL5R58	2	Because I already have Cox, but their service tends to mess up more than I like. So I may be looking for a new provider soon.
ezi1QLPRL7L58	2	I like the idea of being able to record 4 shows at once!
ezi1QLPRL7Z78	2	I have TIVO but am intrigued by the "4 shows at once" option here.
ezi1QLPRL598	2	I like the DVR feature and would want to know more.
ezi1QLPRLOZ28	2	I might be interested depending on price of package and speed of internet.....
ezi1QLPRLR798	2	I would need to know more-details other than this advertisement.
ezi1QLPRLS038	2	Being able to record 4 showes at one time
ezi1QLPRLTA78	2	I like the current service provider, however, like the ability to record on one TV and view in other rooms.
ezi1QLPRLU688	2	price
ezi1QLPRLXB18	2	Seems like a nice deal, but it kinda of makes you think what will happen after the year is up.
ezi1QLPRM0Z28	2	Price to value ratio for all components seems good
ezi1QLPRMI768	2	I would like to learn more about the HD and DVR services as well as the Internet.
ezi1QLPRMIE88	2	I am interested in internet access but I do not see any band width information - it had better be high for the minimum of \$90/month! I am interested in being able to record what I want to watch when I want but I would like to know if I can copy what I record to my own computer system?
ezi1QLPRMLF38	2	If it is applicable to my needs
ezi1QLPRMM158	2	I am interested based on the pricing, but I am concerned about the quality of the service.
ezi1QLPRZWT88	2	may cost less than our current service....more DVR recordings at same time

**Question 3B**  
**Ad with Padres**  
**Not Interested**

"Why do you say that you are [PIPE Q-2 RESPONSE] in learning more about this service? Please be as specific as possible."

Code 1: Padres/Channel 4

Code 2: All other responses

ID	Q3B-Code	Q3B
ezi11E15NTIA3	2	we are happy with the cable service we have now.
ezi11E15NTOS1	2	It's more than I need. I want a more simple cable package.
ezi11E15NTYS1	2	EXPENSIVE
ezi11E15NUQT5	2	satisfied w/current service
ezi11E15NVOB1	2	Because Im looking for a package bill that includes cable, telephone and high speed internet
ezi11E15NVX66	2	Becuase we already have cable service and dvr, plus internet and cell phones./
ezi11E15NVZQ5	2	Right now I pay about \$45.00 a month for basic cable, internet and home phone... so the reason is my budget!
ezi11E15NWC16	2	I am not interested in recording 4 shows at once.
ezi11E15NWD42	2	The cost seems extremely high and that would prevent me from considering subscribing.
ezi11E15NWZ00	2	Don't want the hassle of dropping DishTV
ezi11E15O0HV4	2	Too much hassle to change providers for 1 year of discounted pricing.
ezi11E15O11E0	2	I'm able to not miss any programs that are of interest to me.
ezi11E15O11L6	2	I currently have Dish and am very happy with it. I also had trouble with AT&T, couldn't get resolution and for \$35.00 I will never have any AT&T service unless I can help it--which is a problem because I may get an iPhone--but AT&T's link with that keeps me from doing that.
ezi11E15O12J9	2	I am happy with the cable service I have
ezi11E15O1AA1	1	Am very happy with current cable service. Not interested in Padre games. Already have ability to record programs when interested.
ezi11E15O1AF1	2	With Satellite TV, I can take a dish with me in the motorhome. I don't think it's possible with ATT. Also, not even sure ATT TV is available in Alpine, CA.
ezi11E15O24T5	2	I don't like the DSL connection
ezi11E15O2EF5	2	because i currently get more channels for less with my provider
ezi11E15O2LY0	2	Don't care, my service works fine
ezi11E15O2MC3	2	I have cox bundled services. I am happy.
ezi11E15O2TQ8	2	I like cox cable
ezi11E15O2UQ7	2	no many hd channels not interested in package subscribe to directtv
ezi11E15O3877	2	we rarely find a need to record more than one show at time.
ezi11E15O3DG2	2	price
ezi11E15O3M18	2	Better Deal elsewhere
ezi11E15O3MH1	2	I just don't like AT&T products. I have read bad reviews on this unit and service and what it does.
ezi11E15O4362	2	I subscribe to Cox and nothing here makes me want to change from that service
ezi11E15O87P7	2	Seems like too much sport channels ... what is given up?
ezi11E15O87W3	2	I already have a good service.
ezi11E15O8819	2	You are offering 250 channels of which I would only watch 330. I don't have H D T V. What I want is a service where I can select what channels I want and only pay for those. I don't watch sports and the 24 hour news shows are all bias in some way. I want to pick and choose.
ezi11E15O8UD0	2	theres enough to watch without taping 4 shows at a time, i occasionally record 1 show on disc and can tape additional one on vcr if really needed for no additional fee

ezi11E15O93C5	2	Happ with current provider.
ezi11E15O94F8	2	I have been very happy with cox and the internet speed is fast!
ezi11E15O9HY9	2	AT&T usually cost more than others
ezi11E15O9WO4	2	need more info
ezi11E15O9X30	2	Pleased with current provider
ezi1QLPRLYM88	2	I'm happy with my cable.
ezi1QLPRMG378	2	I'm happy with my cable provider.
ezi1QLPRMHJ98	2	cost
ezi1QLPRMLZ38	2	what know its no big difference
ezi11E15NTNE0	2	I currently subscribe to a DSL service provided by AT&T. My Internet hasn't been working properly for the last month, and AT&T has not been able to rectify the situation. In the process of calling to get my problem fixed--after being frustrated with the type of customer service--one of the reps tried to upsell me to this service. Why should I upgrade when the provider can't even fix my current service?
ezi11E15NTO51	2	Already have a cable service
ezi11E15NU937	2	not interested in changing services
ezi11E15NU960	2	The service we have is adequate enough.
ezi11E15NU9V6	2	price too high
ezi11E15NUHO4	2	the pricing is higher then i am insterested in paying...
ezi11E15NUZT6	2	because i have 2 other houses that this service could not be used at
ezi11E15NVX90	2	we are happy with our service we subscribe to.
ezi11E15NVZ77	2	I am very happy with my current cable TV provider. I also recieve DSL and phone service through them.
ezi11E15NW4P9	2	I do not watch TV very often so being able to record 4 shows at once has no value to me.
ezi11E15NW5H4	2	I'm not interested in paying more for cable, etc than I already do
ezi11E15NWZM1	2	It seems to target sports lovers and I am not one.
ezi11E15NZX01	2	Don't watch more than two hours a day a most.
ezi11E15O1A97	2	Happy with what I have
ezi11E15O1QI9	2	I am happy with my cox standard cable. I can't afford something "as low as" \$90 a month.
ezi11E15O2630	2	I'm satisfied with my current cable provider.
ezi11E15O2DQ4	2	It costs 90 dollars or more and I am paying 50 for my satellite TV.
ezi11E15O2UY1	2	I already subscribe to COX at home. I view ATT as a DSL connection as opposed to CABLE.
ezi11E15O3DS8	2	I'm happy with my current service.
ezi11E15O7LN1	2	Price and not a big TV watcher
ezi11E15O7ME8	2	I don't have a good history with AT&T
ezi11E15O7R71	2	more of the same, nothing new
ezi11E15O7S21	2	I'm happy with my current service.
ezi11E15O7T46	2	I like what I currently have.
ezi11E15O8Q05	2	Much more expensive than our cable service
ezi11E15O93M5	2	I am happy with my current service provider.
ezi11E15O93O1	2	I an satified with Cox who is our present server.
ezi11E15O93Y1	2	First of all I don't want to use a satalite dish, secondly I can get HD chanelis free from Cox cable, and third I get TV, High speed internet and Phone now from Cox and pay less than 90/mo with no contract.
ezi11E15O9B24	2	I personally am just interested in basic television service.
ezi11E15O9BQ1	2	I already have cable service which I do not need a box per TV to watch most stations. My TV has P&P and I would loos this feature with your service.
ezi11E15O9GU8	2	COST IS TO HIGH TO MATCH WHAT I ALREADY HAVE. (HIGH SPEED INTERNET, 2 PHONE LINES , TV, UNLIMITED LON DISTANCE, CALLER ID).
ezi11E15O9PB7	2	Price is tooooo HIGH
ezi1QLPRLNG18	2	i am happy with my current provider
ezi1QLPRM0A28	2	I am happy with my cable provider
ezi1QLPRMIB48	2	no reason to chang

## Question 8

### Ad without Padres

#### Not Interested

"Why are you dissatisfied with the channels offered or not offered? (PLEASE BE AS SPECIFIC AS POSSIBLE AND LIST ANY CHANNELS THAT APPLY TO YOUR ANSWER.)"

Code 1: Padres/Channel 4

Code 2: All other responses

ID	Q8- Code1	Q8
ezi11E15O11S2	1	Service doesn't include Channel 4
ezi11E15O37R4	1	no padre channel
ezi11E15O3885	1	No channel 4 for San Diego Padres games.
ezi11E15O8W33	1	4
ezi11E15O9CM8	1	channel 4 - SD Padres
ezi1QLPRLOP28	1	padres. Also unclear as to what expanded channels are included. Is it the same package as Cox?
ezi11E15NV9G4	2	NFL, number of HD channels compared to satellite
ezi11E15NWCQ1	1	no access to Padres games
ezi11E15NWMC9	1	ch. 4 for one!
ezi11E15O0D05	1	San Diego Padres would be one of the reasons we would switch services
ezi11E15O0UP3	1	Padres games not offered -- that is a problem.
ezi11E15O1IQ1	1	I really don't like that Padres games are not shown
ezi11E15O2L60	1	No channel 4 San Diego which carries Padre games.
ezi11E15O2LG6	1	They don't offer all the local channels i like to watch.
ezi11E15O3UD1	1	No CH4.
ezi11E15O8V18	1	PADRES not offered via Channel 4
ezi1QLPRLZG98	1	Does not offer san diego channel 4

### Question 16

Ad with Padres

Not Interested

"Why are you dissatisfied with the channels offered or not offered? (PLEASE BE AS SPECIFIC AS POSSIBLE AND LIST ANY CHANNELS THAT APPLY TO YOUR ANSWER.)"

Code 1: Padres/Channel 4

Code 2: All other responses

ID	Q16-Code	Q16
ezi11E15O87P7	2	Please see question 2 before when I spoke of sport channels
ezi11E15O8819	2	You offer channels that I won't watch. There are only so much I can watch in a day. You are offering a luxury which I don't want or need.
ezi11E15NWZM1	2	If most of the target channels are of sports activities, then it's not for me.
ezi11E15O8Q05	1	None of the local programming that we enjoy



I declare under penalty of perjury under the laws of the State of California that the foregoing declaration on behalf of AT&T Services, Inc. and Pacific Bell telephone Company is true and correct.

Executed this 20<sup>th</sup> day of November 2008 at Mendocino, California.

A handwritten signature in cursive script, reading "Robert A. Hollander", is written over a solid horizontal line.

# ATTACHMENT 3

REDACTED – FOR PUBLIC INSPECTION

Before the  
FEDERAL COMMUNICATIONS COMMISSION  
Washington, D.C.

AT&T SERVICES, INC. AND PACIFIC  
BELL TELEPHONE COMPANY D/B/A  
SBC CALIFORNIA D/B/A AT&T  
CALIFORNIA,

Complainants,

v.

COXCOM, INC.

Defendant.

File No. CSR-8066-P

FILED/ACCEPTED

NOV 21 2008

Federal Communications Commission  
Office of the Secretary

REPLY DECLARATION OF CHRISTOPHER SAMBAR

1. My name is Christopher Sambar. I submitted a declaration in support of AT&T's Amended Program Access Complaint against CoxCom, Inc. ("Cox"), filed on October 6, 2008. I incorporate that declaration by reference here. This reply declaration is submitted in support of AT&T's Reply to Cox's Answer, which I have read in its entirety.

**AT&T'S EFFORTS TO REDUCE CHURN BY USING EXPRESS DISCLOSURES  
REGARDING THE ABSENCE OF PADRES PROGRAMMING**

2. Cox has questioned AT&T's showing that the lack of Padres programming affects consumers' willingness to subscribe to or maintain their AT&T U-verse television subscription. As Cox notes, AT&T's monthly average "churn" rate [highly confidential\*\*\*

\*\*\*end], and Cox argues that this

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shows that [highly confidential\*\*\*

\*\*\*end] being a new entrant.

3. That is not at all consistent with AT&T's experience, however. To begin with, AT&T's average monthly churn rate in San Diego for the period from September 2007 through July 2008 was [highly confidential\*\*\* \*\*\*end] percent – a rate [highly confidential\*\*\* \*\*\*end] than the [highly confidential\*\*\* \*\*\*end] percent average monthly churn rate in [highly confidential\*\*\* \*\*\*end] during that same period. And while Cox stresses that AT&T's monthly churn rate [highly confidential\*\*\*

\*\*\*end], the average monthly churn rate in [highly confidential\*\*\*

\*\*\*end], meaning

that the San Diego churn rate was over [highly confidential\*\*\*

\*\*\*end].

4. Furthermore, AT&T's real-world experience has been that a significant percentage of customers are frustrated and will disconnect their service once they focus on the fact that U-verse television does not include Padres programming. AT&T accordingly was forced to modify its business practices in San Diego to expressly disclose to all potential customers that U-verse television does not include Padres programming. This disclosure disserves AT&T's immediate sales and marketing goals, since it identifies a negative and thus dissuades many customers from subscribing, but it was critical to improving customer satisfaction and retention and to reduce the high churn costs AT&T was experiencing.

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5. Specifically, over December 2007 and January 2008, AT&T began instituting an explicit disclosure practice by modifying its point-of-sale order forms to require the customer to acknowledge the lack of Cox-4, *see* Exhibit 1; a similar change was made in the telephone sales script. Every customer ordering U-verse through AT&T's door-to-door or event-based sales channels must sign this disclosure, and customers that order over the phone must confirm that they understand the oral disclosure concerning the lack of Padres programming.

6. These efforts had the effect of [highly confidential\*\*\* \*\*\*end] as Cox notes and as discussed above, churn among San Diego subscribers [highly confidential\*\*\* \*\*\*end]. Notably, however, and as would be expected since the disclosure emphasized the absence of Padres programming, [highly confidential\*\*\*

\*\*\*end]

**MEASURING THE IMPACT OF THE LACK OF COX-4 ON AT&T**

7. Cox criticizes several aspects of the analyses and studies I submitted to demonstrate the degree to which the lack of Cox 4 with Padres programming affected AT&T's ability to gain a stable foothold for U-verse television in San Diego. Those criticisms lack merit, for the following reasons.

8. **Relevant Comparison Markets.** I compared AT&T's actual sales and churn figures in San Diego to those in [highly confidential\*\*\*

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**\*\*\*end]**. Contrary to Cox's assertions, **[highly confidential\*\*\***

**\*\*\*end]** the best basis against which to make this comparison.

9. **[highly confidential\*\*\***

**\*\*\*end]**

10. **[highly confidential\*\*\***

**\*\*\*end]**

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11. [highly confidential\*\*\*

\*\*\*end]

12. [highly confidential\*\*\*

\*\*\*end] U-verse TV is marketed in San Diego only as part of a package that includes high-speed Internet access, although TV-only packages can be purchased upon request. Indeed, well over [highly confidential\*\*\* \*\*\*end] percent of U-verse customers in San Diego purchase both U-verse TV and high-speed Internet access.

13. **Churn Rate.** Cox identified a discrepancy between the churn rate of [highly confidential\*\*\* \*\*\*end] percent shown on Exhibit 1 to my initial Declaration and [highly confidential\*\*\* \*\*\*end] percent shown on Exhibit 7 to the Declaration. But Cox is wrong that this raises any doubts as to AT&T's significant churn rates or the reliability of AT&T's data. The churn rate listed on Exhibit 1 reflects an *aggregate* churn rate over the

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relevant time period;<sup>1</sup> the [highly confidential\*\*\* \*\*\*end] percent figure (on Exhibit 7 to my initial Declaration) is an unweighted average of the monthly churn rates for each month during the relevant time period. The latter figure was used for the initial computation of damages because it presents a better basis for calculation in light of AT&T's increasing subscriber base over the period.

14. **Market Identification of Cox-4.** The surveys AT&T conducted to assess the impact of withholding Cox-4 referred to the channel as the "Padres Channel." While Cox criticizes this nomenclature as a methodological error in AT&T's studies, Cox-4 is commonly known as the "Padres Channel" in San Diego. For example, visitors to Time Warner Cable's San Diego website must click on a link captioned "Padres Channel 4" in order to obtain information about the channel. And as I have previously stated, Cox itself loudly trumpets its exclusive access to Padres programming in all of its promotional material relating to Cox-4, such as its advertisements describing Cox-4 as "All Padres . . . All HD . . . All the time . . . **only on cable!**" See Sambar Decl. ¶ 13 & Ex. 9 (emphasis in original). Indeed, I am unaware of any advertising or promotional material from Cox for the channel that does not heavily emphasize Padres programming as the channel's most important programming. Accordingly, it is hard to see how asking potential subscribers about the "Padres Channel" would distort their responses; to the contrary, if the studies had not referenced the Padres in referring to Cox-4, most consumers would have had no idea what the channel was.

---

<sup>1</sup> As an aside, I note that more recent data indicates that the aggregate figure for the time period from September 2007 to July 2008 should have been [highly confidential\*\*\* \*\*\*end] percent, not [highly confidential\*\*\* \*\*\*end] percent, and I have attached a revised version of that Exhibit here, correcting that figure. See Exhibit 2.



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15. **Lost revenue.** Cox argues that AT&T's sales figures [highly confidential]\*\*\*  
\*\*\*end] the variations between the San Diego market and others is irrelevant and  
could simply be [highly confidential]\*\*\* \*\*\*end] But  
AT&T's average monthly sales rate during the relevant period was [highly confidential]\*\*\*  
\*\*\*end] per thousand living units in San Diego versus [highly confidential]\*\*\*  
\*\*\*end], which is a difference of about [highly  
confidential]\*\*\* \*\*\*end] percent. See Sambar Decl. ¶ 10. In its real-world impact, this  
difference is far from "minimal." This [highly confidential]\*\*\* \*\*\*end] percent reduction  
in the San Diego sales rate has already amounted to a cumulative difference in AT&T's installed  
customer base through October 2008 of [highly confidential]\*\*\* \*\*\*end]  
customers vs. potentially [highly confidential]\*\*\* \*\*\*end] customers, or roughly  
[highly confidential]\*\*\* \*\*\*end] in ongoing lost revenue per month over the average  
lifetime of a subscriber.

**FURTHER EFFORTS TO NEGOTIATE A SETTLEMENT**

16. In its Answer in this proceeding, Cox expressed concern that allowing AT&T to  
license Cox-4 would undermine Cox's investment in other local programming that airs on the  
channel. In an effort to ameliorate that concern, Daniel York, the Executive Vice President –  
Content and Programming for AT&T Operations, Inc., sent Cox a letter dated November 5, 2008  
explaining that AT&T intends to develop its *own* local programming in San Diego, and that  
AT&T is willing to "relieve Cox from having to provide AT&T with the original local and  
public affairs programming Cox has developed for Channel 4." Exhibit 3. As this letter  
explained, AT&T requests *only* the carriage rights to San Diego Padres games, which is "must-